

The Newbie's Fast Cash Guide

*"Made Especially for Persons Willing to Succeed in the Dog-Eat-Dog world
of Internet marketing"*

By: Casey Gentles

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Who The Heck Is Casey Gentles?



Hello, let me first congratulate you on taking action to ***download The Newbie's Fast Cash Guide.***

You have made a very wise decision and I truly commend you. I know it is hard to gulp down information from someone you may have never heard about before so let me briefly introduce myself.

This way you can feel relaxed knowing that you are in good hands. So that's me in the pic above. At the time of that pic, I was vacationing in Las Vegas and was just waiting on my ride in the hotel lobby.

I have been marketing online since 2007 but only saw real success in the latter part of 2008. Which means that it took me over a year to really understand the whole concept of Internet marketing and to start making good money online.

I still don't consider myself to be a guru. Actually I am far from it! I am just a regular guy who uses the Internet to his advantage to make a decent

living online. I have been through tons of failures and I know exactly how it feels when nothing seems to be working.

Trust me, I know and that is one of the main reasons why I decided to write this book to provide a clear pathway for anyone looking to achieve success online.

I've had my share of failures, days and nights of frustrations just as you are having now. However, over the years I've learned a lot and I now know what works and what doesn't. In this book, I have sift through all the nonsense to provide you with a simple to understand and easy to implement step-by-step blueprint.

The only thing I ask is that you don't take whatever you learn in this guide for granted. Some things may seem a little simple but that's the reality of making money online. Don't try to over complicate things! Just follow my blueprint and I am sure you'll see a huge difference in your online business.

This is the guide I wish I had when I just got started.

So are you ready to rock and roll?

Cool, let's begin...

What Is the Newbie's Fast Cash Guide About?

The Newbie's Fast Cash Guide is like a 'go to' manual for anyone looking to make money online starting out from scratch. It involves the basic business model of '**affiliate marketing**' in a simple form to earn maximum profits and then reinvesting your profits to grow your business to the next level.

In the next couple of minutes or maybe hours depending on how fast you read, you're going to learn some closely guarded secrets of how to make some serious cash online. If you're serious about making several thousand dollars per month, you can; all the steps and explanations you need are right here and I am DEAD SERIOUS.

DISCLAIMER: *Before I go any further, I must warn you. I am NOT making any promises or guarantees. I don't know you, I don't know your work ethics or what you'll do with the information I provide. As a result I cannot make any guarantees of income whatsoever. I do believe that if you follow my system, and you are willing to put in the work, you can achieve success online in a short amount of time.*

This is the same system that I have been using to achieve success in some of my online businesses.

A lot of gurus will tell you what to do but they **will never show you**

exactly how to do it.

Heck, most of them don't even tell you what to do because they want you to keep running back to them to buy more and more of their products. Then the cycle continues and while their bank account grows, you are left depressed, broke and with no direction of what to do.

Sounds familiar right?

So this book is designed to help anyone new to the world of online marketing (Newbie's), but you may learn some new stuff even if you are a veteran in the business. The fact is, it is a 'Dog Eat Dog' world out there and if you are not one step ahead of the game then you're going to lose.

"The Good News is that this ebook is designed to help you WIN!"

Getting Started

This report is about the basic model of affiliate marketing. If you have no idea what that is then here is a little sentence that summarizes it:

“Affiliate marketing is the selling of goods and services for a merchant to make a commission based on specific type of actions for example a sale or getting someone to fill out a form.”

So let's begin the real deal.

If you are just starting out online and never made a penny before then it is very important that you **set small goals** and work towards achieving them. For this guide, I'm going to assume a goal of minimum **\$1,000 per month**. Then once you make your first \$1,000 you can then reinvest your profits to grow your online business.

Let's analyze this \$1,000 per month matter shall we?

We are going to do a little math here ☺.

One Month = ~ 30 Days

So \$1000 per month = \$1,000 in 30 days.

So if we break down that a little we get $\$1,000/4 = \250 per week.

So now you start to see some light. But we can break it down even further.

$\$250 \text{ per week} = 250/7 = 35.7 = \36 per day .

That's it. A measly 36 dollars per day and you will be making \$1000 per month.

You see folks, it's a numbers game and you have to know your numbers if you want to be successful. Once you start making \$1,000 per month, you can easily scale things up to \$2k per month and beyond.

HOWEVER,

I am not even going to stress and increase my blood pressure and tell you how important it is to **TAKE ACTION**. I could give you the blueprint to one millions dollars, but if you NEVER **TAKE ACTION** then you'll NEVER make a penny.

Understood?

I sincerely hope you know what it means to TAKE ACTION.

5 Results - 04/01/2016 to 04/30/2016	Unq	Raw	Conv	CR	EPC	Pay
...	656	763	23	3.51%	\$2.56	\$1,679.00
...	292	329	22	7.53%	\$1.28	\$374.00
...	234	266	7	2.99%	\$1.23	\$287.00
...	19	24	1	5.26%	\$0.05	\$0.97
...	15	19	0	0.00%	\$0.00	\$0.00
5 Results - 04/01/2016 to 04/30/2016	1,216	1,401	53	4.36%	\$1.93	\$2,340.97

The screenshots above are from one of my smaller affiliate accounts. As you can see, I'm making over \$2K per month promoting just a few affiliate offers. I have larger accounts where I make a **WHOLE LOT MORE**. But this guide is **NOT** to brag but rather show you what's possible when you follow a proven system.

Now that you know and accept the fact that there are thousands of dollars to be made online, you need to know how you will get there. Remember what I told you earlier about selling other persons' goods or services for a share of the profit?



But To Whom Are You Going To Sell?

Before we get to find a product to promote, it is very important that we decide up front whom we are going to be selling to. This may sound contrary to what most other marketers teach. Most will tell you to find a product and then try to find customers for that product. That use to work but what I am about to show you works ten times better.

So instead of finding a product and try to find customers, ***we'll first find a "Hungry Market" and let them tell us which products they need.***

This means you have to first perform [Proper Market Research](#) to identify a pocket of people that you can serve and help to achieve a certain result and get paid in the process.



“Pay close attention to the last paragraph. Reread it and let it sink in. Your sole objective is ALWAYS to help and provide value to your audience and in so doing you'll get paid.”

You have to understand that the Internet is a HUGE marketplace and in order to be seen or heard, you have to be very specific in who you are targeting. If you try to target everyone, you'll lose.

One of my favorite motivational speakers - **Zig Ziglar** would say: ***Don't become a wandering generality. Be a meaningful specific.***

What Is Market Research And Why Is It Important To Find A Highly Profitable Niche?

In simple terms and specifically in our case, market research is gathering data and analyzing that data to find an audience that has a need for a solution to a specific problem/s or have a desire for something pleasurable.

It is getting to know as much as possible about your prospects/customers so that you can provide the most appropriate marketing message to them.



I personally believe that the #1 reason why 95% of marketers fail is because they lack the skill to perform adequate and efficient market research. As a result, they find it very hard to get TRAGTED Traffic and when they do get some traffic, they don't know how to relay their message to their prospects and thus they find it VERY hard to make any sales.

Here's the truth:

Doing proper market research upfront is the foundation of your online business. If you get this right, everything else will fall into place. You don't need to be a world-class copywriter either. If you know what your market responds to, all you have to do is give it to them in the simplest way and they'll respond accordingly. In fact, this will be the MOST important factor

when you start to sell your own products and determining the prices you charge. That's a little more advance and beyond the scope of this guide but just know that when you do your market research efficiently, you'll be able to position yourself as an authority and charge premium prices for your products or services.

A typical scenario: A while back I was at a mall with my girlfriend. I believe she was looking for a pair of shoes for a friend's wedding. We decided we would check out a few stores first because she didn't particularly have anything specific in mind. However, there was a nice pair of shoe we came across in the Aldo shoes store. Get this: we saw the same exact shoe design in the Nordstrom store with the exception of one word on the shoe insole.

Wanna know the price for both pair of shoes?

Make a wild guess...

Well, I'll just tell you.

The pair of shoe was \$69 in Aldo.

However, the exact same pair of shoe in Nordstrom with the addition of a word on the insole that no one would even see when you are wearing it **is a whopping \$299.**

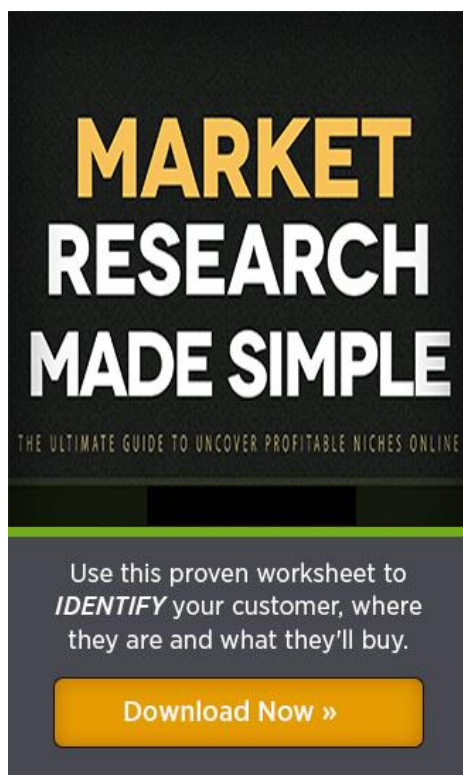
What the heck?

How can Nordstrom charge \$299 while Aldo only charge \$69?

That's more than 4 times the price of Aldo's.

The simple answer is because they are **NOT** marketing to the same people as Aldo. They know their market and know that their customers will happily pay premium prices for their products.

This is why it is very important that you learn the essential skills to conduct proper market research so that you can decide beforehand who you want to become your customers. Russell Brunson refers to these persons as your '***Dream Clients***' in his best selling book [Dotcomsecrets](#).



The steps necessary to do proper Market Research in an entire course in itself and beyond the scope of this guide. However, you can pick up a copy of my Training: [Market Research Made Simple](#) and learn the EXACT steps I take to identify profitable markets and niches to get into.

[Click Here To Get Access To The Market Research Made Simple Training.](#)

In this guide however, my objective is to get you up and running as fast as possible and so I'll give you a brief overview of what you need to do when it comes to finding the

right niche to get into.

Here's What You'll Be Doing:

- ✚ Finding a group of people that shares common problem/s and interest - (your niche).
- ✚ Build a simple sales funnel that delivers ETHICAL and high quality product/s to solve the problem/s of your niche.

When I first released the Newbies Fast Cash Guide back in 2011-2012, the formula then was to create simple review websites that reviewed products on clickbank or from other affiliate platforms. You would then drive traffic to that review page and a fraction of your visitors would click through and go to the vendor's website and make a purchase.

However, things have changed.

That method still works to some extent but unless you are driving thousands of visitors to your website daily, you can kiss your dream of making a living from the Internet good-bye.

You see, even if you are the best copywriter in the world, chances are only about 1-3% of your visitors will buy right away.

So what happens to the other 97-99%?

They are GONE never to come back!

Even worse, they may go to one of your competitor's websites later and buy from them instead of you.

Think about this: When was the last time you visit a website and make a purchase right away without knowing anything about the product or the person selling?

**97% of Your Visitors
Don't Care About You**
(that much)



I know personally that I have to do a ton of research before I buy anything online and chances are I will not be buying from the first website I landed on. And I am not alone.

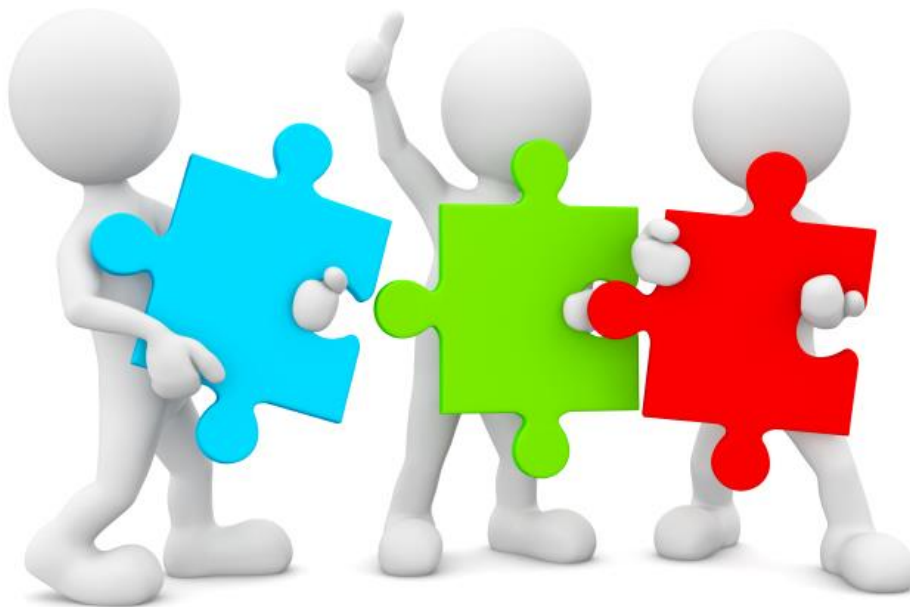
In fact, research suggests that most people have to see a sales message at least 7 times before they buy.

SEVEN TIMES!



What Does That Mean For You?

This simply means that you have to ensure that you capture your prospects information so that you can be in constant communication with them. That allows you to build a lasting relationship with them so that they get to **LIKE and TRUST you** and when they are ready to buy, they will buy from you instead of your competition.



Make sense?

Okay great. Now let's do some market research to see which niche you should get into so that you can start your first marketing campaign to your journey to your first \$1000.

Market Research Overview



When doing market research, there are some key things that must be in place before selecting a market. Some of these criteria are explained below:

Here are the three main things to look for when doing market research:

- ✚ Longevity/ Life of the Market
- ✚ The Size Of The Market
- ✚ Does The Market Spend Money

That's basically all there is to understanding marketing research. If you can master the above 3 points then you are well on your way to achieving your goal. I like to make everything as simple as possible and so I am going to break down each of the above steps for you.

Longevity/ Life of the Market

This refers to how long a market will be around. There are several different types of markets and their life span varies. I like to categorize these markets as follows:

Short Term – Short Term: This means that the market has a short life span and it is made up of people with short-term problems.

A good example of a short term – short-term market would be when there is a new product released. Take for example when the Ipad was released, the market was huge. At that time everyone wanted an Ipad. But soon this need for an Ipad died out when the Ipad II came on the scene.

Short Term – Long Term: This type of market also has a short-term problem. However, unlike the '*short term- short term market*', this market has a longer life span.

A perfect example of this market would be a health related niche. People want immediate relief for their health related issues and as soon as their problems are solved, they are gone.

BUT there will always be more people looking to get rid of such health related issues. A perfect example would be persons with Acne. Once they've found a solution to their acne problems then there wouldn't be a need for them to buy more acne products. But there will always be more and more persons suffering from acne.

Long Term – Long Term: This market has a long lifespan with people who have on going needs. The 'hobby' market is a prime example. People in the hobby market will always be looking for ways to improve their skills.

Take a look at the golf market for example. People will always be looking to perfect their golf swings, or they may be looking for a better brand of golf club etc.

Note: It is important to understand that any or all of the various types of markets listed above can be a good money maker for you as long as the market is proven to spend money. We'll get to that later.

The Size Of The Market

Just as how different markets have different lifespan, they also have different sizes. In reality, you want to enter a '**mass**' **market** and find a specific niche within that market to capitalize on. While you can make money in small markets, it's going to be very difficult to scale because the demand for your product/service just wont be there.

Another reason why it is very important to go into a huge market is so that you can **sell multiple products to the same customers**. When you enter a mass market, there will always be a ton of problems that need to be solved and you can bet your last dollar that there will be a product you can promote that address each of these problems.

A lot of Internet marketers fail to understand is that **previous customers are the ones who build your online business**. Treat them with respect and give them great value and they will buy from you over and over again.

I'm pretty sure you are a customer of someone for life, at least as long as they continue to treat you well. I know for sure that I am.

For example, think about where you do your grocery shopping; I bet you have a special store or super market that you go to every week/month to shop?



That's our objective with our customers. We want to enter a mass market with huge demands, find a specific niche within that market and build up a loyal following/fan base that you can promote various products to over and over again.

So you may be thinking: **isn't a mass market too competitive?**

Well, it can be!

But that's good.

Competition is good.

It means that there's a lot of money to be made and you just have to be tiny bit more creative than your competitors to have an edge. Don't worry though; we'll get to that shortly.

How To Find YOUR Hungry Crowd (Your Niche)



It is important for you to understand that this report is just an overview and I highly recommend that you follow my step-by-step guide ([Market Research Made Simple](#)) where I show you *in details all the steps you need* to take to choose your hungry niche that you can be sure will be a success.

With that being said, here's a synopsis of the Market Research Made Simple Guide.

Market Research Made Simple – Pages 9-13

If there is something that you are very passionate about then you could start there. For example, if you are a great cook, love cooking and you are able to impart the knowledge then you could do some initial research to find out if there's a hungry crowd in that market.

If however you are blank and need some ideas to start off, I am going to walk you through a simple process that I use that works like gangbusters for finding some potentially very profitable niches.

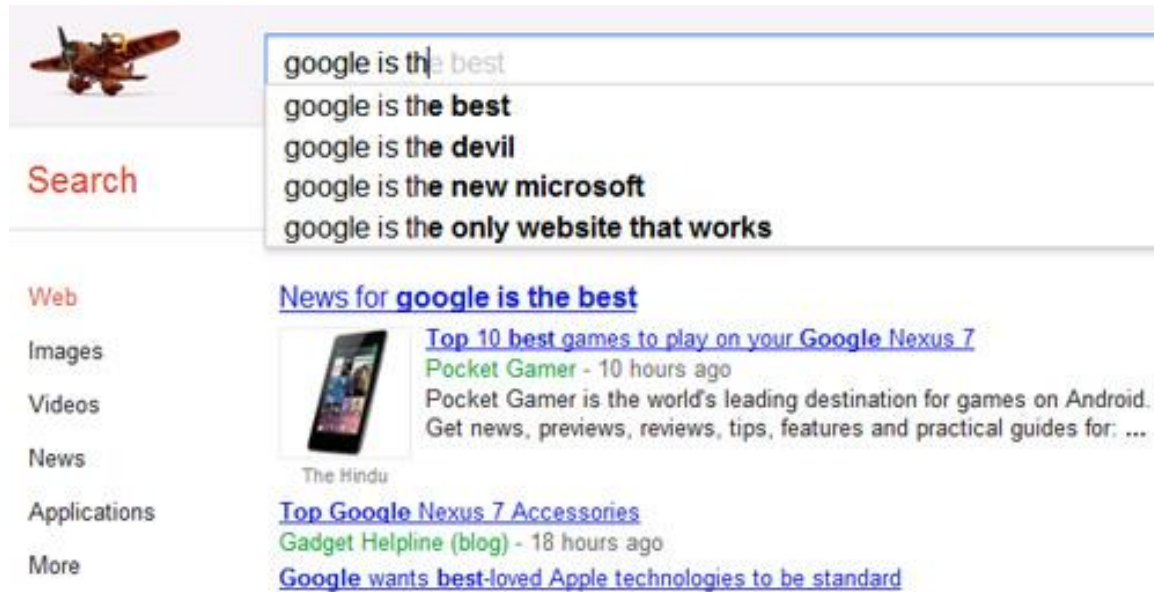
At this point in time Google is your best friend!

What we will do is to use Google to help us generate some niche ideas based on some common search phrase that people search for everyday; some of which other marketers/websites have already targeted.

Once we have generated a few ideas then we can perform some further omission process to get laser focused on a specific sector of the market.

But how will Google give us niche ideas?

It's very simple actually. Whenever you are typing something in Google it automatically generate some terms that it think you may be searching for.
See the image below:



As you can see in the image above, I typed '**google is th**' and Google automatically generated 4 phrases that it thought I was searching for. Google does this to speed up the time someone would take to research information. For example, if I was searching for '**google is the best**' then all I would need to do is to click on the first suggestion that came up.

We are going to modify this process and use it to our advantage. Instead of just relying on Google's suggestions, we are going to brainstorm some common ways that people start off questions when they are searching for solutions.

But instead of completing a full question we will use a **starter question** and place an asterisk at the end that will act as the unknown. Google will then return all the results for that potential unknown.

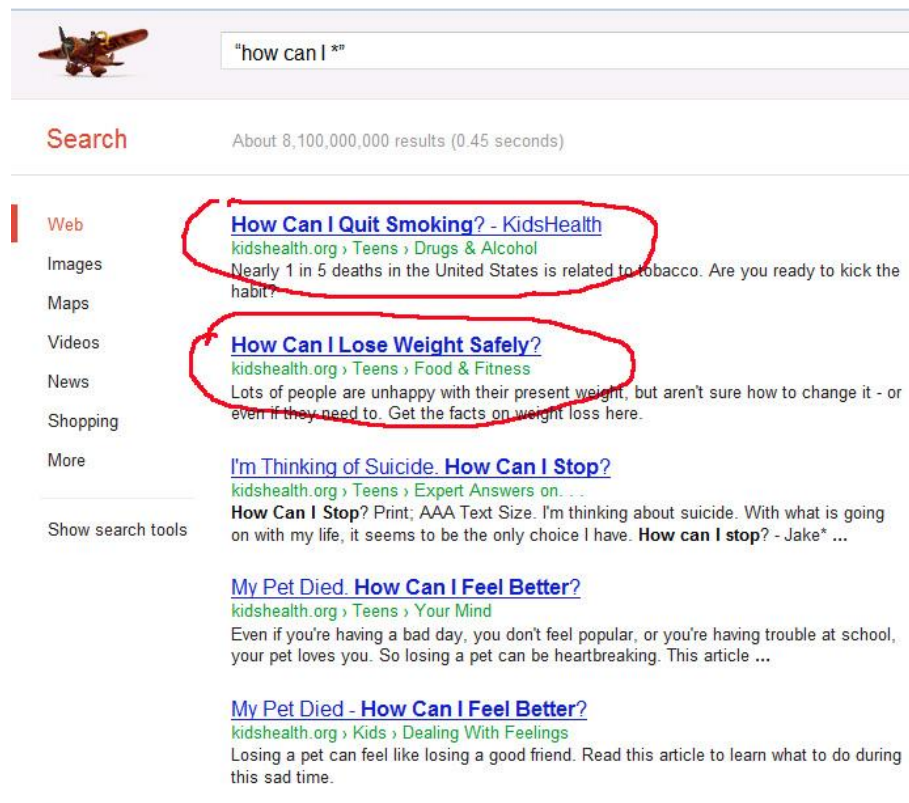
We will also place the starter questions in quotes to get results for websites that are specifically targeting our starter questions and a variety of unknowns.

Let's get to an example.

A starter question could be: **how can I** _____

Then we would modify this and insert the asterisk for the unknown and place the term in quotes to look like this: **"how can I *"**

Now look at the results below for that starter question.



The screenshot shows a Google search interface with the query "how can I *" entered in the search bar. The search results are displayed under the "Web" tab. The first two results are circled in red:

- How Can I Quit Smoking? - KidsHealth**
kidshealth.org › Teens › Drugs & Alcohol
Nearly 1 in 5 deaths in the United States is related to tobacco. Are you ready to kick the habit?
- How Can I Lose Weight Safely?**
kidshealth.org › Teens › Food & Fitness
Lots of people are unhappy with their present weight, but aren't sure how to change it - or even if they need to. Get the facts on weight loss here.

Other visible results include:

- I'm Thinking of Suicide. How Can I Stop?**
kidshealth.org › Teens › Expert Answers on ...
How Can I Stop? Print; AAA Text Size. I'm thinking about suicide. With what is going on with my life, it seems to be the only choice I have. **How can I stop?** - Jake* ...
- My Pet Died. How Can I Feel Better?**
kidshealth.org › Teens › Your Mind
Even if you're having a bad day, you don't feel popular, or you're having trouble at school, your pet loves you. So losing a pet can be heartbreaking. This article ...
- My Pet Died - How Can I Feel Better?**
kidshealth.org › Kids › Dealing With Feelings
Losing a pet can feel like losing a good friend. Read this article to learn what to do during this sad time.

[How can I recover items that I have "hard deleted" in Outlook?](#)

support.microsoft.com/kb/246153

Describes how to recover items that are permanently deleted instead of being moved to the Deleted Items folder in Outlook ("hard deleted" items). You can ...

[How Can I Reduce High Blood Pressure?](#)

www.heart.org/.../How-Can-I-Reduce-High-Blood-Pressure_U

17 May 2012 – By treating high blood pressure, you can help reduce your risk for a stroke, heart attack, heart failure or kidney failure. Here are steps you can ...

[\[PDF\] How Can I Quit Smoking? - American Heart Association](#)

www.heart.org/idc/groups/heart-public/.../ucm_300457.pdf

File Format: PDF/Adobe Acrobat - Quick View

You'll increase your chances of living longer and have less chance of heart disease, stroke, lung disease and cancer. **How Can I Quit Smoking?** ANSWERS ...

[\[PDF\] How Can I Lower High Cholesterol?](#)

www.heart.org/idc/groups/heart-public/.../ucm_300460.pdf

File Format: PDF/Adobe Acrobat - Quick View

How Can I Lower. High Cholesterol? ANSWERS by heart. Cholesterol can join with fats and other substances in your blood to build up in the inner walls of your ...

[\[PDF\] How Can I Manage Stress?](#)

www.heart.org/idc/groups/heart-public/.../ucm_300630.pdf

File Format: PDF/Adobe Acrobat - Quick View

How Can I Manage Stress? ANSWERS by heart. **How can I live** a more relaxed life? Here are some positive healthy habits you may want to develop to manage ...

[\[PDF\] How Can I Cook Healthfully?](#)

www.heart.org/idc/groups/heart-public/.../ucm_300465.pdf

File Format: PDF/Adobe Acrobat - Quick View

Use finely chopped vegetables to stretch ground poultry or meat. • Use herbs and spices to add flavor to foods. **How Can I Cook Healthfully?** ANSWERS by heart ...

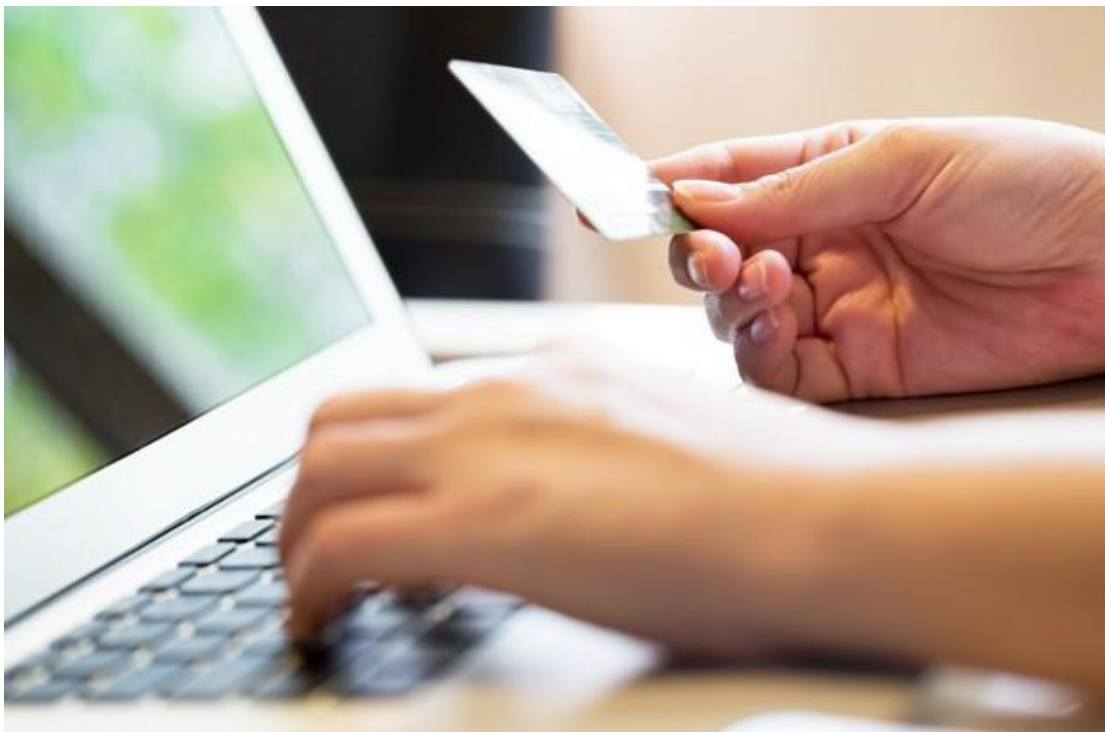
As you can see, using the starter question 'how can I' returned a ton of results some of which could be potential markets. If you look on the image above I have circled some of the topics that could be further investigated to find a potential hungry crowd. [...**Cont'd In The MRMS Guide**] → [Get the full Market Research Made Simple Steps Here.](#)

After going through the market research training, you'll have tons of potential niche markets that you could get into. However, as I mentioned before you need to get into a **market that is PROVEN to spend money**.

Go where the money is! Don't try to reinvent the wheel!

That takes us to our next step...

Does The Market Spend Money?



This is very important. You don't want to get into a market that doesn't want to spend money to solve their problems. Yes you need to care

about people and really want to help them but this is a business for you and you need customers – people who buy products.

It's very easy to tell whether or not some markets spend money. When you look at broad markets such **'weight loss'**, **'the forex market'** and **'make money online'**, you know that there's a lot of money being spent on products every single day.

However, when you niche down and get a little more specific within the market you'll have to dig deep to get some stats to work with before you can make any conclusions as to whether or not you should pursue your potential niche.

How Do You Get This Information?

Here goes....

One of the easiest ways to find out if your market spends money is to look if other marketers are advertising products/services in your market.

The idea is that if they are spending money to advertise products then more than likely they are making a return on their investment.

To do this you can go to <http://google.com>, <http://yahoo.com> and <http://bing.com> and search for some general keywords related to the market you choose.

For example, let's say you entered the weight loss market, some related keywords could be:

☀ *How to lose weight*

☀ *How to lose belly fat*

☀ *Best way to lose weight*

☀ *How can I lose weight fast*

Pay attention to the sponsored ad section. If there are more than 3 ads then that's an indication that there's some amount of competition and that people are spending money on advertising.

A point to note is that Google may not always have a lot of ads for some of the markets that you try to search for. The reason for this is that Google has cracked down on affiliate marketers and as a result you won't find ads for certain types of affiliates that you would find on yahoo and Bing.

See image below for what you should be looking for:

A screenshot of a Google search results page for the query "how to lose weight". The search bar at the top shows the query and a "Search" button. Below the search bar, it indicates "About 390,000,000 results" and an "Advanced search" link. The main results are listed on the left, and a sidebar with "Ads" is on the right. Red arrows are drawn on the page, pointing from the search bar area to several search results: "Weight Loss Tips | specialk.com", "Slim-Fast® 321 Plan | Slim-Fast.com", "How To Lose Weight - Weight Loss Basics", "How to Lose Weight Fast", and "How to Lose Weight the Healthy Way". The sidebar ads include "Weight Loss Tips From TV's Tough-Love Fitness Expert", "2012's Top 10 Diet Pills", "Lose Weight Naturally", "Trying to Lose Weight?", and "Easy Way to Lose Weight".

how to lose weight Search

About 390,000,000 results Advanced search

Weight Loss Tips | specialk.com Ads
Get Free Tips and Support to Help You Achieve Your **Weight Loss** Goals.
www.specialk.com

Slim-Fast® 321 Plan | Slim-Fast.com
Lose Weight Fast With The Slim-Fast 321 Plan. Learn More Today.
www.slim-fast.com

How To Lose Weight - Weight Loss Basics
Jun 13, 2011 ... **Weight loss** isn't always easy and it helps to learn the basics of how **weight loss** works. Get the basics for how to calculate your BMR and ...
exercise.about.com/cs/weightloss/a/howtoloseweight.htm - Cached - Similar

How to Lose Weight Fast
Want to know **how to lose weight** fast? Read to find out **how to lose weight** fast naturally and safely.
www.howtoloseweightfastb.com/ - Cached - Similar

How to Lose Weight the Healthy Way
How to lose weight-Learn **how to lose weight** fast but healthy. More than 100 ways to **lose weight** with our free diet and tools. Easy to follow guides from real ...
www.howtoloseweighthealthy.com/ - Cached - Similar

Ads

Weight Loss Tips From
TV's Tough-Love Fitness Expert with an Online Workout to **Lose Weight!**
www.jillianmichaels.com/WeightLoss

2012's Top 10 Diet Pills
Can You **Lose** 10lbs in 10 Days? Find Diet Pills that Work Fast!
www.dietpilluniverse.com/BurnFat

Lose Weight Naturally
All natural **weight loss** w/ Hypnosis Need to **lose weight** check it out.
www.advancedhypno.com

Trying to Lose Weight?
Lose up to 25 Lbs in 6 Weeks. Try Slim in 6 Now - Risk Free!
beachbody.com/Weight-Loss-Worko

Easy Way to Lose Weight
Lose weight with Dr. Dean's easy...

Note: *Do not click on their ads because if you do you are costing them money and you wouldn't want someone to do that to you.*

Choose A Market That You Have The Most Affinity For



After following the steps above, you are still likely to come up with several markets that you want to enter. All you need to do is to pick the one that you have the most affinity for and run with it.

If you have time on your hands then you can go with two markets at the same time. This will speed up your success because you'll quickly be able to spot the winners and ditch the losers.

How Are You Going To Make Money From Your Market?



This is the big question to be answered right?

Let's get into it then.

After you have found your market, you want to develop a following and position yourself as an authority in that niche. Once you do this, people will listen to what you have to say and they will normally turn to you whenever they need advice or information on stuff relating to that market.

You can choose to do this as yourself or you can use a pseudo name. It doesn't really matter. There are a ton of writers and marketers that does this. It's completely ethical and doesn't break any laws. In

fact, if you were going to be in several niches then I would recommend using a pseudo name.

I know that the word '**Authority**' may sound a bit scary to you especially if you don't know anything about the market. But please don't worry too much about that, here's what you are going to do.

When you were [conducting your market research](#), you would have found out some of the problems and desires that people are having in your chosen market.

You are going choose **ONE** of the most popular topic/desires/problems and create a product that provides the solution.

This Product Could Be:

- ✨ A short pdf report,
- ✨ An audio,
- ✨ A video presentation
- ✨ Or even something as simple as an infographic.

The important point to note is that this product **MUST** solve the problem that your prospects are having; that is, it must get them a desired

end result. It must take them **from point A** (*where they are now*) **to point B** (*where they want to be*).

If you think that you are going to sell this report/product, you are **WRONG!**

You'll be giving away this report/product for **FREE!**

Yes you read that right; you will give away this high quality product for free to all these persons who are hungry for a solution to whatever problem they are having. (Pretty much like this report you are reading now 😊)

Note that this report/product should be professionally done and packaged nicely as if you were going to sell it. This way, even though you are giving it away for free it will still have a higher perceived value.

It's also a good idea for you to outsource this product creation especially if you have never written a book or done something like this before or if you don't have the confidence to pull it off yourself.

This product **MUST** be of high quality so if you really can't get it done yourself, let someone that is more capable than you to do it. Rest assured that this small investment will pay for itself many times over once you have the entire system in place.

This will be your first offer to your prospects so you want to make a great first impression. Remember, first impressions last!

A Simple Example:

Let's say for the sake of this report that you followed everything in my Market Research Guide and found that the Paleo niche is a very lucrative niche.

Let's also assume that one of the problems you found was that persons are looking for quick and easy '**breakfast recipes**' that are nutritious and tasty and easy to make in a short amount of time. Then a simple free product could be:

“FREE - 10 Delicious And Tasty Paleo Breakfast Recipes That You Can Prepare In Under 15 Minutes”

I didn't do any research on that niche but I am sure you get the idea!

For this product, all you have to do is research 10 easy breakfast recipes and provide the ingredients and the directions on how to prepare them. Make sure you add some nice pictures of these recipes to give the book a nice presentation. Package it as a pdf with a nice ecover and you are done!

I know what you are saying now. If you give away this report, then you won't make any money right?

WRONG AGAIN!

Let's go back to something I said earlier. i.e **TRUST**.

Remember I told you that it's very important that your prospects get to LIKE and TRUST you before they buy from you?

Well when you give away this high quality product, you'll be gaining the trust of your prospects. Think about it for a second, if you provide high quality content and information for free, don't you think they will want to buy whatever you have to sell or recommend?

Exactly!

But first you must EARN that TRUST.



Show your prospects that you really do care about them and want to see them getting the end results that they desire.

So How Are You Going To Give Away Your Product And Make Money?



Now that your new product is done, it's time to give it away to your prospects and develop a following or a tribe.

In simple terms, you want to build up a list of LOYAL subscribers so that you can provide them with the information they need and make money from them in the process.

You are going achieve that by using what is referred to as [Sales Funnel](#).

This is basically the process by which you convert cold *traffic* (people who don't know about you or your products/services yet) into leads and then eventually customers. Take a look at the funnel image below:



Okay, let me slow down a bit and break this down some more in simple terms.

If you remember a couple paragraphs earlier, I told you that most people don't buy when they first sees your website. As a result, you need to capture their information so that you can have constant communication with them.

This way you can follow up with your prospects to earn their trust and eventually close the sale.

The sales funnel allows you to capture your cold traffic and convert them to leads so that you can follow up with them.

By the way, this is all automated with the use of an auto-responder.
(I'll get to that later!)

So at the top of the funnel, you'll have targeted traffic (*real human eyeballs*) coming to your sales funnel. But before we get into traffic we need to have a high converting funnel first so let's focus on that first.

It is very important that you have a converting funnel first before you start your traffic campaigns because if your funnel doesn't convert, you'll just be wasting your time or money driving traffic.

Unfortunately, this is where a lot of newbies go wrong particularly because they have been fed the wrong information from the '**guroos**'. They start driving traffic to a website and when they don't see any conversions, they start to whine and complain and some eventually quit.

Please don't do that!

Let's Start With The Middle Of The Funnel – Collecting Leads



The first page your visitors land on will be your **lead capture** page also known as your '**landing page**' or '**squeeze page**.' All of these names maybe used interchangeably. This is the page where you'll be offering your newly created product to your visitors in return for their email addresses.

The only purpose your lead capture page serves is to collect your visitor's info. Nothing else.

At this point you are not trying to sell anything. So all you'll do is make an offer with a promise to provide the solution to the problem they are having.

So your lead capture page will have an headline that makes a promise, a sub-headline and in some cases bullet points that summarizes what your visitors will be getting.

Here's what a typical lead capture page looks like:

The image shows a lead capture page for a video ranking system. It is enclosed in a red rectangular border. The page contains the following elements:

- Main Headline:** A large, bold, dark blue headline at the top: **""Discover How You Can Start Generating \$100 Per Day Online From Ranking Videos On YouTube And Google"**. A green arrow points from the text "Main Headline" to this headline.
- Sub-Headline:** A yellow highlighted box containing the text: **Sign Up Now for the Free Report on How to Use The *EXACT Same Strategy* I Use To Rank YouTube Videos And Make \$100 Per Day In Affiliate Commissions**. A green arrow points from the text "Sub -Headline" to this box.
- Form:** Below the sub-headline, it says "Fill out the form below to get your FREE download...". There are two input fields: "Your First Name" with a person icon and "Enter Your Email Address" with an envelope icon. A green arrow points from the text "Submit Form" to the email field.
- Call To Action:** A large blue button with white text: **➔ Access The Video Ranking System Free Training Now**. A green arrow points from the text "Call To Action" to this button.
- Footer:** At the bottom, it says "Get Immediate Access Even at 3AM in The Morning" and "Copyright © Video Ranking System - A JamRockCash Brand All Rights Reserved Worldwide".

There are many other ways to construct your lead capture page. You could also have a video making the offer instead of text.

Nothing is set in stone.

In fact, as you become more verse you'll realize that one page may work for one market/niche and completely flop for another.

When it comes to marketing online, you'll have to become a TESTING MACHINE always trying different stuff against a constant to see what works best.

The great thing about the software that I am about to introduce you to, is that you have limitless options when creating your lead capture pages.

Welcome To The World Of ClickFunnels



The software that I use and recommend for all my lead capture pages and funnels is ClickFunnels.

In fact, ClickFunnels is designed to build out complete funnels from start to finish without you having to know a thing about coding. You don't need to worry about setting up a website or blog or any of those technical stuff.

The lead capture page above is one I use to give away a free training for one of my YouTube marketing funnels. It was created in [ClickFunnels](#).

That page converts at roughly 66%. This means that for every 100 persons that land on that page, 66 of them will give me their info so that I can follow up with them and build an ongoing relationship.

This is a MAJOR increase from the typical 1-3% that would buy if I were trying to sell right away.

Now I have 66% of my visitors that I can provide value to and earn their trust and sell to over and over again.

How To Create Your Lead Capture Page The Easy Way

The first thing you need to do is to get a domain name for your business. ClickFunnels offers a free extension such as yourusername.clickfunnels.com but I recommend that you get your own domain and the redirect your domain to your sales funnel. This way your brand will stand out. Plus is a lot better to say: visit my website at “simplepaleorecipes.com” than “simplepaleorecipes.clickfunnels.com.”

How To Choose Your Domain Name

By now you should understand that you are building a business for the long run and not just a fly by night affiliate website. So what I

recommend is that you create a “**brand**” around your business. This allows you to stand out from your competition.

You see, products expire or change overtime but a good brand will last. You can always sell/recommend different products but you must first build a brand that your audience can trust and relate to.

Branding is fundamental. Branding is basic. Branding is essential. Building brands builds incredible value for your business for years to come.

With that being said, it is important that you choose your domain name wisely. The domain name is the name of your business. It will be the URL that you can type in your browser to load your website and is used to identify your website from the billions of other websites on the planet. For example, [Google.com](https://www.google.com) is the domain name for Google and [warriorforum.com](https://www.warriorforum.com) is the Domain name for the warrior forum.

Tips When Choosing Your Domain Name:

Since you are building a brand then ultimately you want to be ‘**the**’ leader or if not then at least be among the leaders in your niche. Therefore you want to have a domain that stands out among your competition and is very easy to remember.

For example, if we were to look at search engine optimization (SEO) then some of the first brands that pop up would be [Moz.com](https://www.moz.com) or [Backlinko](https://www.backlinko.com).

So go ahead and choose a short and catchy domain name for your business. Ideally you want to keep it fewer than 15 characters and no more than 3 words. Another thing to note is that your domain does not have to have any product or keywords in it. You are not selling a product; you are selling a brand that will sell/recommend many products overtime.

For example if you were to enter the paleo niche then examples of a domain name could be:

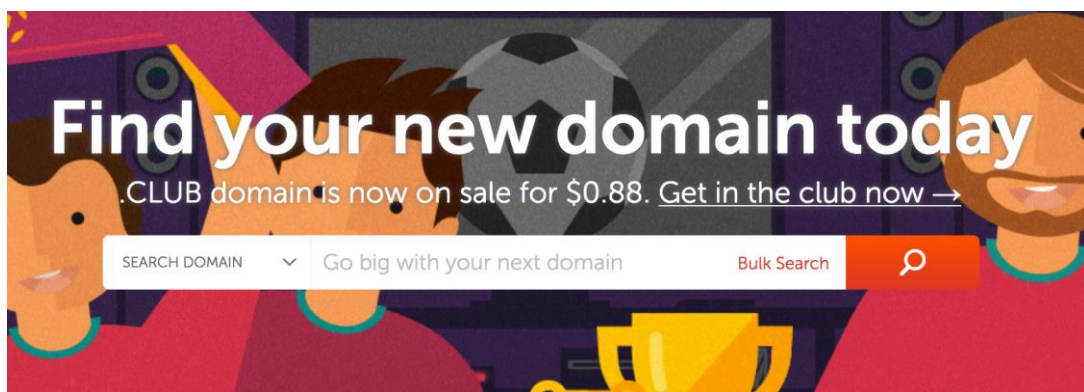
❖ PaleoChill.com

❖ PaleoForYou.com

❖ OneStopPaleo.com

I just made up those domains as examples off the top of my head. They may not be the best, but I am sure you get the point I am trying to bring across.

In order to purchase your domain name, you'll have to use a domain registrar. There are quite a few of them available but the one that I personally use and recommend is namecheap.com.



NOTE: Always go to Google and search for “**namecheap coupon code**” and you’ll always find one that knocks a few dollars off.

Once you get your domain name, the next step is to add your domain to your clickfunnels account. The video tutorials for doing this will be inside your clickfunnels help center so I won’t be explaining that in this guide.

There are many tutorial videos inside ClickFunnels that shows you how to set up the various different types of funnels and pages. Everything is drag and drop. If you can use Microsoft Word then you are already a master at clickfunnels. It’s that easy!

[Click Here To get a 14 Days Free Trial Run Of ClickFunnels!](#)

Maximizing Your Affiliate Sales Funnel To Get Maximum Profits

Most of your sales will be coming from the emails you send to your subscribers after they have started to like and trust you.

However, that initial 1-3% of your visitors that would have bought something if you were selling right out the gate may still do so if you make them an offer. That is why after your prospects submit their info on your lead capture page, you should redirect them to a **Bridged Upsell page**.

The bridge Upsell page will be used to promote your chosen affiliate product. It is basically “**up-selling**” your visitors on another product, which

they will have to pay for. It is very important that you send your visitors to this page instead of redirecting them directly to the affiliate offer.

This is important for a few reasons:

1. Firstly, if you send your visitors directly to the merchant's site like most affiliates do (*when they do capture emails*), your visitors will feel as if they were cheated since the affiliate site will be asking them to pay for something which is different from what you promised.
2. Secondly, before your visitors head over to the merchant's website, you need to introduce yourself to your visitors and start the relationship building process and also let them know how to access the free product they just signed up for (*normally sent to their email*).
3. Thirdly, you need to presell the product you are promoting. Why should your visitors buy it? How will this product help them? Why are you recommending this specific product? It's your job to warm up your visitors and educate them as much as possible so that when they land on the merchant's website, they are ready to buy.

What Should You Promote On Your Bridged Upsell Page?

There a ton of affiliate networks with THOUSANDS of products combined that you could potentially promote. However, some of my favorite

places to find high converting products to promote are Clickbank.com, MarketHealth.com, Moreniche.com and Peerfly.com.

Because this guide is designed to get you up and running as fast as possible, I've chosen clickbank as the network of choice for you to work with. You can however, choose products from any of the above networks as they all have some great products that sell very well depending on the niche you are in.

Clickbank is a large network with thousands of digital products to promote. One of the good things about using clickbank is that the commissions for the products tend to be higher than that of other affiliate networks. This is mostly due to the fact that there is no cost in getting the product delivered to a customer after he/she purchases. Another good thing is that most of these products also have several upsells (*higher priced products on the backend*) and you also get commissions on the upsells too.

Commissions can go all the way up to 75% and once you earn the minimum payout Clickbank will send you a check every two weeks or you can opt for direct deposits if you have a bank account in the United States. There's no need to spend weeks waiting to get your commissions.

(Note: *Affiliates are the persons who will promote the goods or services [you] for the merchant who is the owner of the goods or services. So in this case you are an affiliate.*)


Getting Started...


The first thing you need to do is to go to clickbank.com and sign up so you can start promoting products to get your commissions.


Setting Up Your Clickbank Account


Step 1 – Go to <https://accounts.clickbank.com/signup/>


CLICKBANK[®]

 **SIGN UP FOR A CLICKBANK ACCOUNT**

 **PERSONAL INFORMATION**



 **BANKING INFORMATION**

 **ACCOUNT INFORMATION**

Preferred Language

English

ClickBank applications will display content in this language by default.

Country

Select Country

First Name

Last Name

Street Address

Apt / Suite / Other

Postal Code

Fill out all the required details.

Note When Choosing A Clickbank Nickname:

You must choose a nickname that no one will be able to relate to you. Your nickname will be used to generate your affiliate links for the products you promote so you want to keep this a little secret. This is because you don't want other marketers to know which products you are promoting.

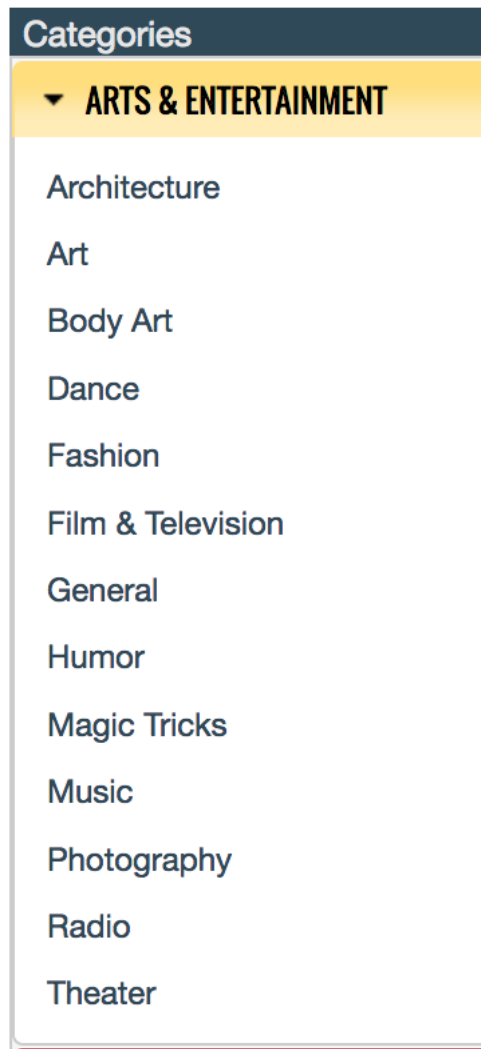
Now that you have signed up with clickbank, it is time to select a product to promote. But before you can select a product you have to do some research to ensure the product you choose is worthwhile and not a waste of time. Remember that the starting objective is to make your first \$1000, per month so it is very important that you choose products that will sell and allow you to achieve your goal as fast as possible.

Product Selection

The first thing you should do when you get to clickbank's marketplace (<https://accounts.clickbank.com/marketplace.htm>) is to select a broad category that is related to the market that you have chosen.

You'll notice that the category expands allowing you to get more specific to choose a sub niche under that same broad category.

The image below shows what you would see if you were to click on the '**Arts and Entertainment**' category.



You can then select a sub category that you can then filter to find more specific products. Using the '**Art**' sub category, here are some of the ways you can sort the products:

Arts & Entertainment

Sort results by: ☐ Low to High ☒ High to Low

Popularity

Popularity

Avg \$/sale

Initial \$/sale

Avg %/sale

Avg Rebill Total

Avg %/rebill

Gravity

Superior Singing Method - Online Singing Course (mobile)
High Quality Vocal Improvement Product With High Conversion
Online Singing Lessons Course Converts Like Crazy Unleash Your
Packed Sales Video. You Make 75% On Every Sale In Initial Sale
End, Recurring, And 1-click Upsells!

61.39

PROMOTE

Vendor Spotlight

Stats: Initial \$/sale: **\$59.30** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$17.80** |
Avg %/rebill: **18.0%** | Grav: **38.54**
Cat: **Arts & Entertainment : Music**

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You'll also notice that underneath each of the products listed are some statistics in green that can be really helpful when choosing a product.

Here's What They Mean:

\$/sale - Average net amount earned per affiliate per sale. Note that this is the 'Net' earned per actual sale. Refunds and chargebacks will affect this number. I always go for a minimum of \$20 per sale. Anything lower is barely profitable and it will take almost the same amount of time to promote a higher cost product.

If the product cost \$50, and the commission is set at 50%, by right, you should be getting around \$23 per sale after clickbank fees. However, if \$/sale shows that it is only \$16 or lesser than the set commission, it is a signal that there are many refunds, hence the low figure.

% Sale – This is the average percentage commission earned per affiliate per sale.

Grav - “Gravity” is a measure of the number of affiliates who have sold at least 1 product within the past 30 days. A lot of persons make the mistake of using only gravity to select products to promote which is wrong. While a high gravity indicates that lots of persons are making sales, it’s not the only factor to take into consideration. In reality, a product with a gravity of 5 can convert a whole lot better than a product with a gravity of 200.

The higher gravity product simply means that there are more persons promoting that product but it doesn’t speak about how many sales and how well each affiliate is converting. So you could be making hundreds of sales of a product with a gravity of 5 but the gravity will still remain at 5 because the amount of affiliates haven’t increased. I hope I’ve made that clear enough for you 😊

Selecting Your Products

Now that you have some information about Clickbank, the next step is browsing the category that is MOST appropriate for the niche that you've found.

Select at least two products that meet the following criteria:

- ❖ **Pays a minimum of \$20 (preferably \$30+)** - Anything lower may not be profitable for you. Remember your goal is to make up to \$1000+ per month. So if we have one product that pays \$36 per sale that would be even better as we would only need to make one sale per day to make \$1000+ per month!
- ❖ **Has gravity between 30 and 200** – Although a product with a low gravity may convert well, we want to start with something that is already proven to be selling. This not gospel but it is a guide I use to ensure that I select products with the highest profit potential.
- ❖ **Has a professional sales page**. Don't over look this. If you really want to make \$36 per day the product sales page has to convert. So read it or watch the sales video and see if it convinces you to buy. *It makes no sense sending traffic to a sales page that doesn't convert.*

Go ahead and choose your products and make a note of them. This should take you no more than 30 minutes!

Preselling Your Affiliate Product On Your Bridged Upsell Page

Depending on the niche and your persona, I find that a video works best on your bridged upsell page. It **builds rapport** and it also sets your visitors at ease knowing that there's a real person behind your website.

Again remember that **people will buy from someone they Like and Trust.**

Note however, that this video doesn't have to be a headshot of you. It can be a simple presentation video with a voice over. The good thing though is that you can outsource this voice over or even the entire video creation. However, it is important that your voice over remains consistent.

So if you were doing several videos in this niche I would recommend using the same voice over artist to keep things consistent. You wouldn't want to be John one day with smooth voice and then John another day with a no so smooth voice. Your audience will smell something fishy!!!

At the very least, if you are not going to use a video on your Bridged Upsell page, try to add a photo that represents you. It helps your audience to identify with you. In essence, they will be buying from you and NOT a webpage per say.

At this stage, I would recommend that you either buy the products you have chosen to promote or reach out to the product owner and request a review copy. This is important because you are going to review the

product and say why your visitors should get it. I always recommend that you own the product that you are preselling.

Here's What Your Typical Bridged Upsell Page Will Look Like:



A simple page like this is created in ClickFunnels – [Test it out for yourself for free for 14 days!](#)

Note: your Bridged Upsell page will be a huge moneymaker for you. It's not uncommon to see at least 10% or more of your visitors take you up on your offer. This will help to offset some of your traffic expenses if you are paying for traffic. However, in this guide we will be focusing our efforts on free traffic so this will be 100% profit for you. So now it's time to start nourishing the rest of your subscribers to pull maximum profits from them. This is where you'll make the bulk of your income – **the Backend!**

Your Thank You Page

This is the page that you will use to deliver whatever products your prospect opted in for. You will be sending them a link to this page in the very first email you send to them.

A thank you page can be as simple as the image below:

How To Effectively Communicate With Your Subscribers

Earlier I mentioned that you would be following up with your subscribers via an Autoresponder. This is a service that stores your subscriber's information and automatically sends out emails based on a predefined schedule that you set up.

Can you imagine if you were to be sending out emails manually to your subscribers? That would be a nightmare!

Your Autoresponder will take care of that for you. Once you sign up for your Autoresponder, you'll set up your campaign and get a code to put on your landing pages.

So basically once a person enters his/her name on your website, your Autoresponder is triggered and that person will start to receive your emails. These emails will be written in such a way to offer quality content that builds trust and then close the sale of whatever product or service you are promoting.

There are several Autoresponder services on the market and I have tested quite a few of them. However, I've found that [ConvertKit](#) gives me the best results.

I once tested a message with Convertkit alongside one of the other top Autoresponder service I was using at the time to see which would have the better open rate/delivery rate. Unfortunately, no matter how I worded the email with or without links, Convertkit ALWAYS goes to my inbox while the other service goes to SPAM. This means that majority of my subscribers on the other service weren't getting my emails. So I have since completely switched over to [Convertkit](#) and I highly recommend them.

Building A Strong Relationship With Your Subscribers

Despite what you may think, it's really easy to build a good relationship with your subscribers and make a lot of money from them. What you need to understand is that your subscribers are real people just like you.

Your first email will lead the path to forming deep, lasting relationships with your subscribers. In this email you'll be giving them some more information about yourself and what you can do for them as well as give them access to the product they signed up for.

The fact that you are giving them an AMAZING product for free is a great start to building **TRUST** and establishing yourself as an authority in your niche. (*That's why it is super important that your free report is of high quality*)

The second step to strengthening that relationship and bonding with your subscribers **has to do with the email follow-ups and occasional broadcasts emails that you will send them.**

You have to send them quality content that will help them and you should only recommend products that are of great quality that you are sure will help them to achieve success or get amazing results in whatever niche you are in.

Again you have to remember that your 'list' is actually consisted of real human beings, who have emotions, needs and desires.

If you treat them well they will respond well and take up your recommendations. On the other hand, if you treat them like crap by continuously shoving promos after promos down their throats then they will unsubscribe and go somewhere else to find a solution to their problems.

You feel me?

Here's the thing – email marketing is a beast in and of itself and it's too complex to cover in this guide. But be sure to keep an eye on your email as I'll be sending you some free training to help you kick start your email marketing campaigns. Cool huh?

So now we'll go back to the top of our funnel where we will be driving targeted traffic.

Traffic, Traffic And More Traffic



Let me be honest with you. Everything we have done so far will be useless if we don't have targeted traffic. It doesn't matter if we have the highest converting funnel on the planet, if no one sees it, we'll make no money.

There are a million and one ways to drive traffic to your affiliate sales funnel. However for the Newbies Fast Cash Guide I recommend the use of videos and specifically YouTube videos.

YouTube is the second largest search engine second to Google with millions of users online at any given time in all kinds of niches.

What I especially love about using YouTube for traffic is that your videos will serve to **presell your funnel** before your visitor gets there. So

as long as you provide value in your videos, your traffic will be super targeted because they would already know the kind of value you have to offer.

You are literally going to dominate YouTube for your niche and drive a ton of targeted traffic to your sales funnel with some short and captivating videos.

I have videos that make me hundreds of dollars in affiliate commission. The other thing I like about videos is that after they rank, you don't really have much if any work to do on them. They'll stay ranked and continue to generate traffic for months and even years. I have videos that I have ranked several years ago in several different niches and they are still bringing traffic to this day.

In this guide I am going to give you a simple game plan to start your video marketing campaigns. However, if you want a more detailed step-by-step approach to ranking videos both on YouTube and Google then I highly recommend that you get my more advanced [Video Ranking System Training](#).

Okay, Let's Get Started.

Step #1 – YouTube Keyword Research



Most newbie affiliates make the mistake of just uploading a video for any random keyword and expect to get targeted traffic. That's the worse thing you can do if you want to get traffic to your sales funnel that converts. This simply means that you need to find what keywords your potential customers are already searching for so that you can rank your videos for those keywords.

The good thing about YouTube keyword research is that it is a lot less complicated than trying to find keywords to rank for on the Google search engine.

Here's how simple it is to find keywords to rank for on YouTube:

YouTube Keywords Step #1 – Go to [YouTube.Com](https://www.youtube.com) and start typing out a starter keyword related to your niche. This is similar to the market research step you did earlier. Only now you are using YouTube instead of Google.

For example, if your niche is weight loss, some keywords you could start with are:

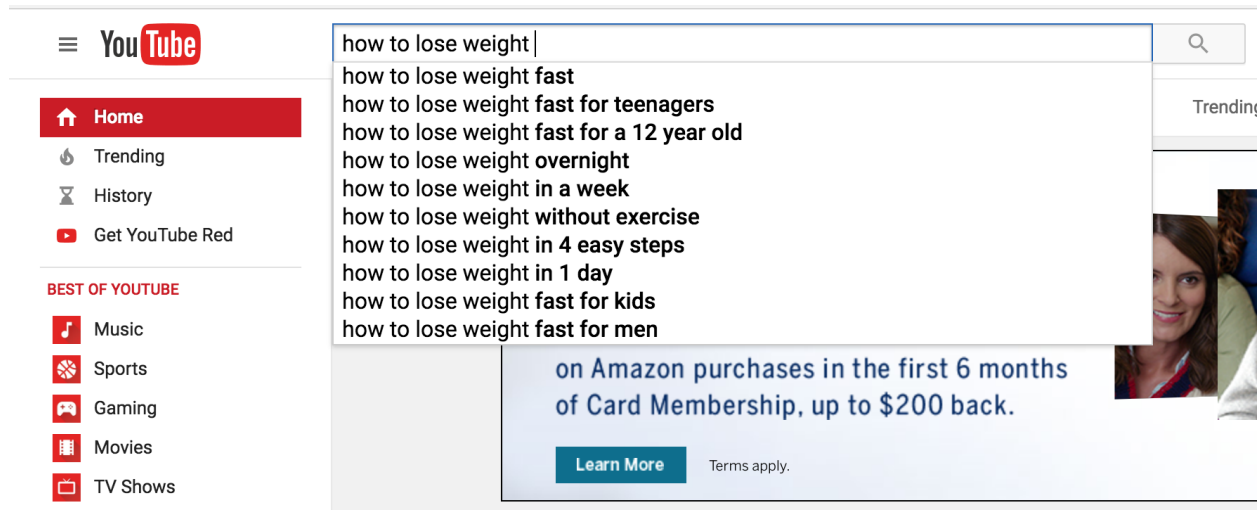
- ❖ How to lose weight
- ❖ How to lose belly fat
- ❖ How Can I Lose Weight
- ❖ Best Way To Lose Weight

Those keywords would be your main keywords but as you can imagine, they will be very competitive and ranking for those terms will take a lot of time and resources.

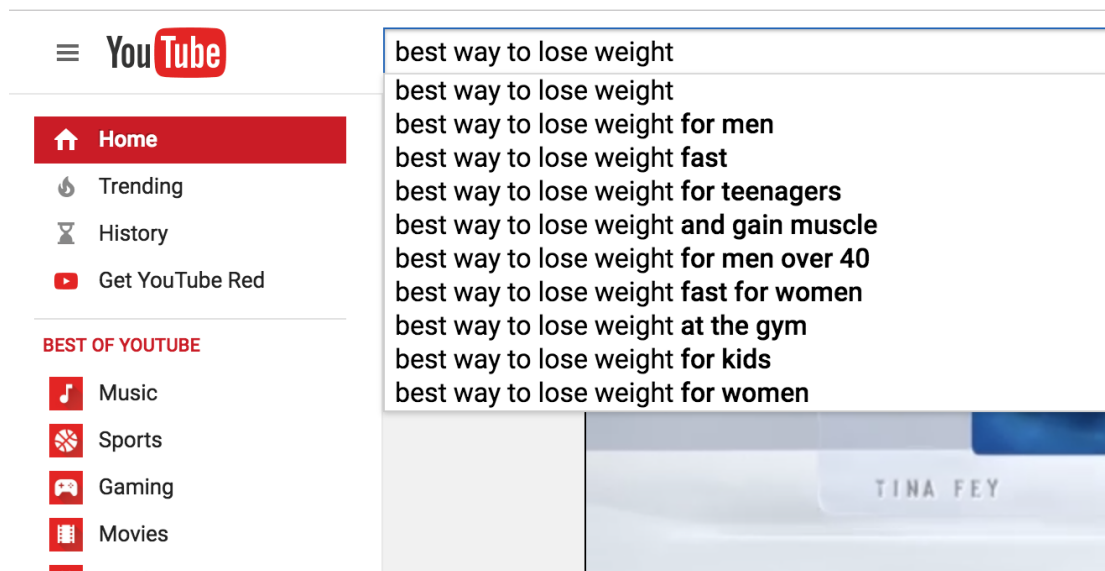
So your objective will be to target the longer-tailed keywords. They will not get as much searches as the main keywords but you can rank for them really fast so that you can start getting traffic as soon as possible.

Here's how you get the longer-tailed keywords:

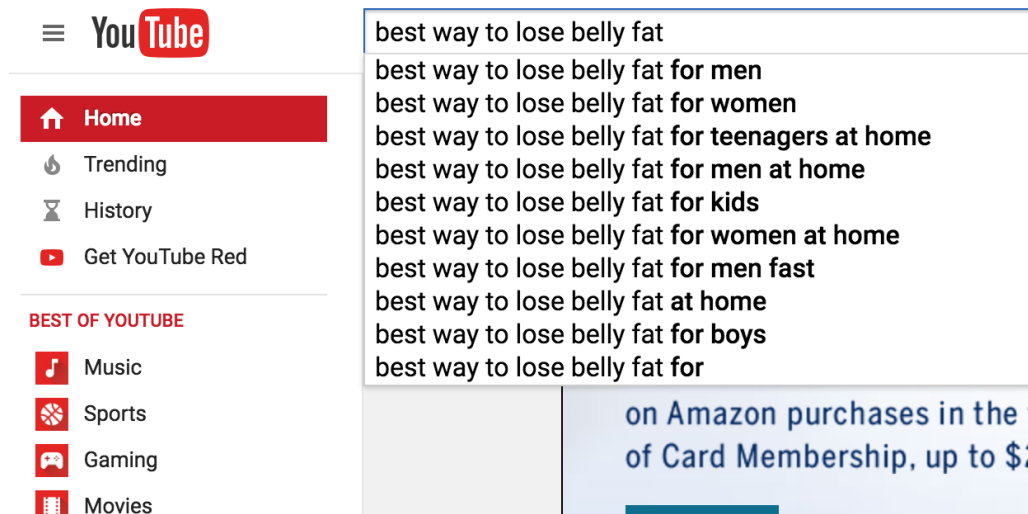
Similar to when you are searching on Google, YouTube also provide some keywords suggestions of some of the most common searches when you start typing your keywords. If I were to use the weight loss example again, here's the result that would be returned:



As you can see from the results, you now have a list of several long-tailed keywords that you can target. Then you can use another starter keyword and search again. So instead of searching for '**how to lose weight**' you could try '**best way to lose weight**' and get a different set of keywords. See image below:

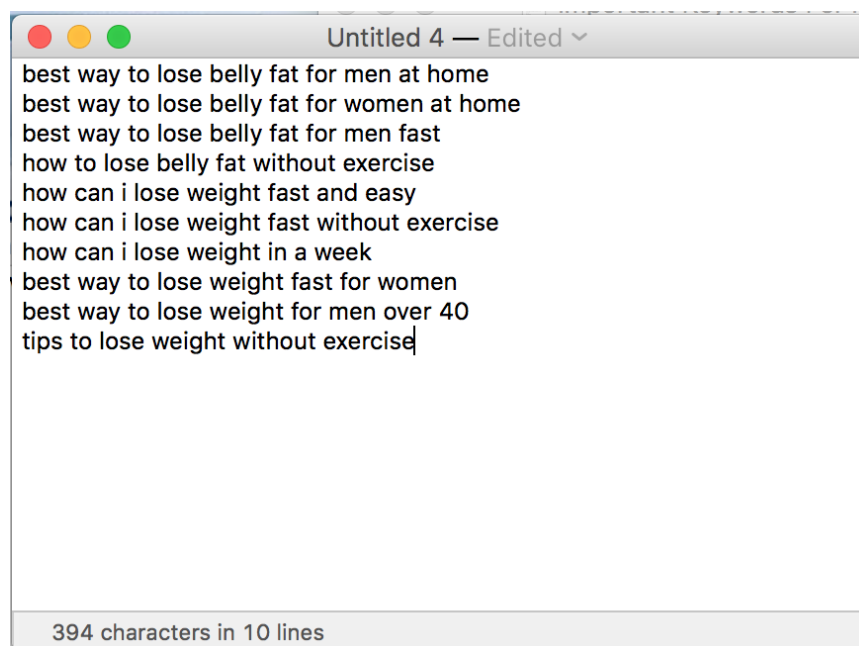


OR



YouTube Keywords Step #2 – Record at least 10 long-tailed keywords that are relevant to your niche from the YouTube keyword suggestions. These will be the keywords that you will target at **first**.

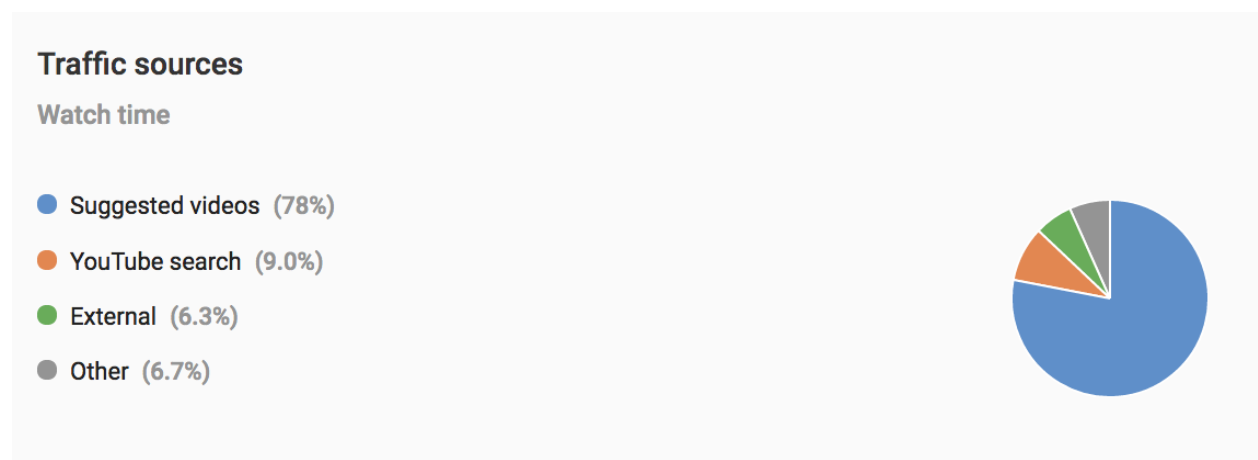
Here's what your list should look like:



Don't worry that these long-tailed keywords don't get as much searches as the main keywords. **Here's a little secret** – More than 75% of all your views will be coming from “Suggested Videos” and NOT directly from searches.

This means you don't even have to rank on the first page to get views on your videos. You'll learn how to do that later.

Here's a screenshot of one of my YouTube analytics account for one of my videos that is ranking #1 on YouTube and also on page one of Google for a high traffic keyword.



The keywords that the video ranks for get several thousand searches per month yet still more than 78% of my views are from suggested videos as opposed to YouTube searches and external sources!

Step #2 – Create Three Short-Videos For Each Of Your Long-Tailed Keywords



As I mentioned before, your objective will be to **DOMINATE** your niche on YouTube. Whenever someone searches for a keyword relating to your niche, you should always have a video that they can find. This will take some time to build up your video portfolio but for starters, you want to have at least 15-20 short videos on your channel.

At this point you may be saying '*dang that's a lot of work*' but honestly is not all that once you discover the secret technique that I am about to show you. Here's the thing, these videos are very short and wont take a lot of time to create.

YES, only a few minutes and some may be a little longer depending on the topic you are covering. But for the most part these are very short videos and you could literally create your first batch of 20 in a day.

Here's another thing that will ease your mind. These videos can be simple presentations with a voice over. You **DON'T NEED TO BE ON CAMERA** if you don't want to!

Sounds good right?

Here's Why You Want To Be Creating These Mini-Videos:

They are super consumable - People like small things, believe it or not. If you can create short videos that solve very specific problems, and you give simple, quick solutions, people are very likely to watch your entire video.

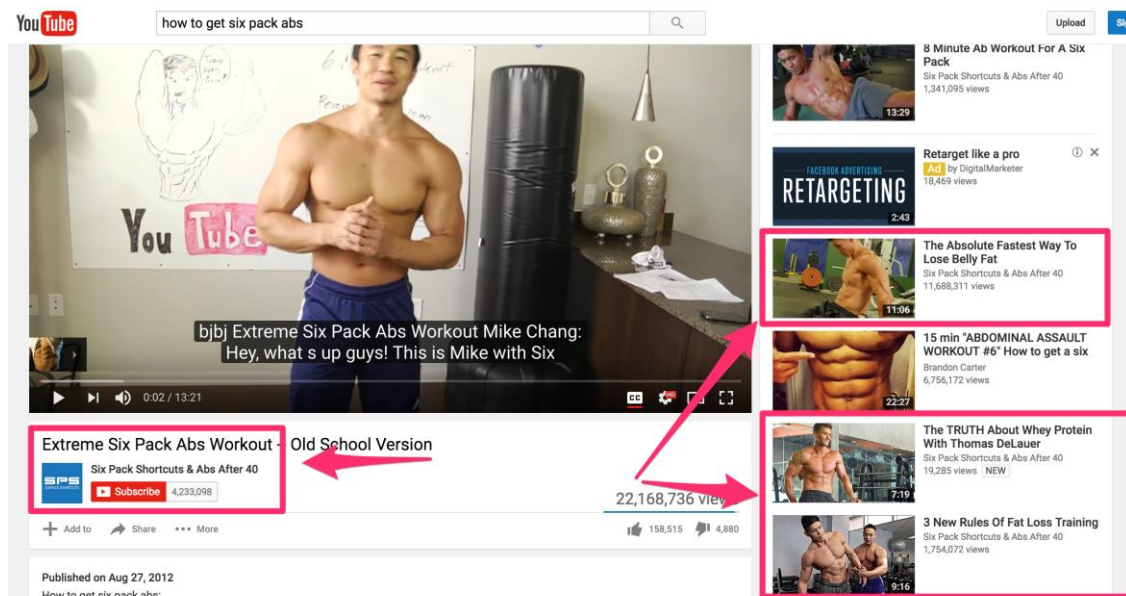
They're probably thinking: "Hey, 2-5 minutes isn't that long. It seems useful, and it will be over before I know it." With longer videos, it's harder to keep people engaged, and most people probably don't have time to sit through the entire thing.

Higher Retention Rate - Because your videos are short, people are most likely to stay engaged and sit through the entire length of the video. Which means with shorter videos, the retention rate is much higher than with longer videos. On longer videos, more people will stop watching in the middle of the videos, because:

- ✓ *Their attention span is short*
- ✓ *They don't have time to go through the entire video*
- ✓ *They see shorter videos on the suggestion section, and watch those videos instead!*

Increased total watch time on YouTube - Have you ever noticed that when you watched a video on YouTube, there are suggested videos from the same channel on the right side?

Something like this:



If you create enough short videos that are tightly related to your main keyword, you can practically dominate the entire suggestion section with your own videos!

What does this mean?

This means if someone likes your 'bite-sized' videos, that person will probably just keep watching your other 'bite-sized' related videos, just because he/she likes them so much! The entire process will lead to a longer total watch time on YouTube!

Longer Watch Time on YouTube = Higher Rankings

One of the main factors in ranking your videos on YouTube – as of now – is the total watch time per session on YouTube. *(I cover several others in my [Video Ranking System Course](#).)*

YouTube wants to keep people on their site. Meaning if you can get people to keep watching videos on YouTube because they have watched yours, your video will rank high on YouTube search engine.

You can see now that the more short videos you create, the higher you will rank on YouTube for your main keyword. Let me share some examples of these videos so you have a clearer idea of what I am talking about.

Video Example 1 – How To Lose Belly Fat In One Week

Only 3 minutes and 20 seconds and at the time of writing this, the video has over 14 MILLION VIEWS.



The video above is just a simple slide presentation with a voice over and it gets the job done. As you can see, the video has over 76,890 likes and outside the screenshot, it also has over 4000+ comments.

Video Example 2 – How to Get Rid of Cellulite on Legs (Thighs) Fast | How to Reduce (Remove) Butt Cellulite Naturally

This one is only 2 minutes and 30 seconds long and at the time of writing this, the video has over 132,834 views and 136 comments.



Again, you can see that it's simple slide presentation. In fact, this video doesn't even have a voice over which may be why it has so many dislikes. I always recommend adding a voice over to your videos as it helps to boost conversions because your viewers can know whether or not you empathize with them from the tone of your voice.

So now you are going to create three videos for each of the long-tailed keywords that you saved earlier. The reason why you want to create 3 videos is because aside from Youtube, you also want to dominate Google search results to get more targeted views.

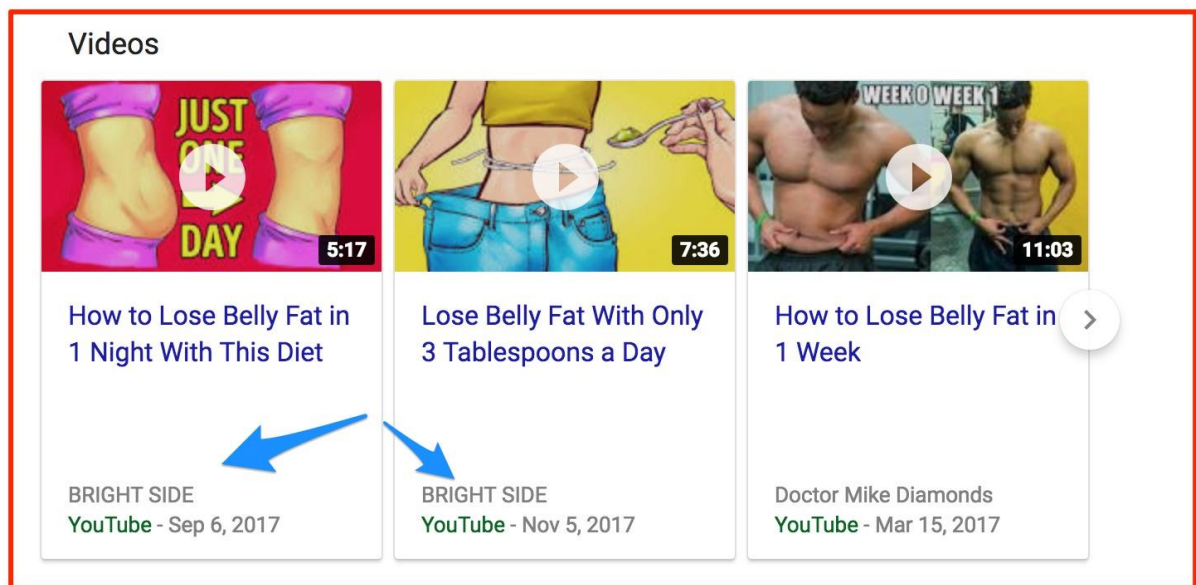
As of late, Google has been displaying 3 featured video results for a ton of keywords. This means your channel will have the potential to getting

all 3 spots or at least two of the three spots. The image below shows how the results will look:

20 Effective Tips to Lose Belly Fat (Backed by Science) - Healthline

<https://www.healthline.com/nutrition/20-tips-to-lose-belly-fat> ▼

Jul 12, 2018 - Here are 20 effective tips to **lose belly fat**, backed by scientific studies. Eat Plenty of Soluble Fiber. Avoid Foods That Contain Trans **Fats**. Don't Drink Too Much Alcohol. Eat a High-Protein Diet. Reduce Your Stress Levels. Don't Eat a Lot of Sugary Foods. Do Aerobic **Exercise** (Cardio)



11 mistakes you make when trying to lose belly fat - Cosmopolitan

<https://www.cosmopolitan.com/uk/body/diet.../losing-belly-stomach-fat-mistakes/> ▼

Oct 24, 2017 - There's a reason **belly fat** is known as the most stubborn to shift. The fat cells that gather around your lower abdomen are known as 'beta fat' ...

Belly Fat and How to Lose It - Tips for a Flatter Stomach - WebMD

<https://www.webmd.com > Diet & Weight Management > Feature Stories> ▼

Do you have too much **belly fat**? Reducing visceral fat may be as simple as diet, **exercise**, sleep, and stress management. WebMD shares what works.

The results above were for the keyword “*how to lose belly fat*” and as you can see, the channel “**BRIGHT SIDE**” has two of the videos out of the 3 results. That will be your objective as well!

To create your three videos, you can create more variations of your long-tailed keyword phrase that will become the title for your short videos.

Let's say we're going to use the long-tailed keyword: "How to Lose Weight in a Month".

You could have titles like these:

"How To Lose Weight In A Month With These 3 Dieting Tips – Part I"

"How To Lose Weight In A Month With These 3 Dieting Tips – Part II"

"How To Lose Weight In A Month With This Effective Diet Plan That Works"

Now that you have your keywords, it's time to produce your videos, optimize them and rank them so that you can start getting targeted traffic to your sales funnel. However, before we get to that step, I want to give you some tips that have been working for me to help you produce higher converting videos.

Your videos should achieve two goals:

- 🌐 Engage the viewers throughout the video.
- 🌐 Get them to do something specific: for example, to like and subscribe to your channel and IMPORTANTLY, click over to your lead capture page for your free product.

Below are a few important tips to improve your videos:

Tip #1 - Be Specific

To keep your viewers engaged in a short video, you have to make it really specific. For example: If you decide to make a video for the long-tailed keyword variation:

“How To: Exercises to Lose Weight in a Month – Part I”...

... Then you can talk about one specific diet to help them lose weight in a month. Then at the end of the video you’ll have a call-to-action for your viewers to click over to your lead capture page where they can get more information on how to lose weight.

Tip #2 – Get To The Point Fast

People’s attention span is short. On YouTube, you need to tell your viewers what they will get out of your video within the first 15 seconds. Otherwise, they will hit that dreaded back button and more than likely watch one of your competitors’ videos.

Tip #3 – Call To Action Is Everything

If you want to grow your business fast using YouTube, you need to get in the habit telling people what to do, VERBALLY. At the end of each video, you need to tell your viewers to:

1. Like And Subscribe:

“If you like this video, please remember to like and subscribe so that you will know when the next part of this video comes out!”

2. Tell them about your free product:

“Also, to help you make your dieting process easier, you can download my 7 Steps Paleo Checklist here (point to the air) for free by entering your email address!”

Note: You will put a YouTube Card popup and use an arrow to point to its location or point if you are recording yourself. This card will lead to your squeeze page – image on the next page!



3. Ask your viewers to comment on your video:

The more interaction your videos have, the higher they will rank both in the search results as well as on the 'suggested listings'.

"By the way, I'd love to read your thoughts and questions if you have any, so please leave your comment in the comment section below!"

Tip: You can leave the first comment on the video yourself and ask a question. This way, your viewers are more inclined to respond and then you can get a conversation going.

Step #3 – Create A ‘Main’ Video For Each of Your Starter Keywords

So after you create several mini videos, you need to create one ‘main’ video that will target your main starter keyword for each of the starter keywords you came up with initially. These ‘main’ videos will be longer than your mini videos. When I say longer, I’m talking about 7-15+ minutes in length or longer depending on the topic you are covering.

So let’s say you’ve created 6 mini videos targeting the **long-tailed keywords** around the starter keyword “How to Lose Weight”. Then, now you should create one main video for the **main keyword** itself. The title of the video can have a bit of variation, like your long-tailed keywords.

So it can look something like:

“How To Lose Weight in 7 Easy Steps”

Rank Your Main Keywords For Massive Traffic

Since you're creating this 'main' video specifically for your main keyword, you're going to get a MASSIVE amount of traffic to this video when it actually rank.

Which also means more traffic to your funnel that you've created...

... more leads ...

... and more sales!

Your Short Videos Are Crucial in Ranking Your Main Video!

Each mini video you've created is going to help you boost the ranking of our main video. So, as I said before, the more mini videos you create, the higher you will rank for your main keyword! Each of your short videos that are based around a specific starter keyword will have a link to the main video. This helps to send some link juice to the main video to help it rank even better.

If your short videos are talking about one very specific problem and one specific solution, your main video should cover more in-depth strategies or advanced tips and tricks.

Here's a list of things that you can talk about in your main video:

- 🌈 A step-by-step guide (Ex: "7 Important Steps to Lose Your Weight")

- ✚ A list of tips and tricks (Ex: “10 Easy Ways to Lose Weight”)

- ✚ Case study (Ex: “How I Lose 10 Kg in a Week”)

At the end of your main video, like with your shorter videos, you need to tell your viewers exactly what to do.

So, just to remind you again, tell your viewers to:

- ✚ *Subscribe to your channel.*

- ✚ *Download your free product.*

- ✚ *Like and Comment on your video.*

Here's An Example of What Your 'Main' Video Should Look Like:



At this point you'd have at least 20 videos on your channel. Now you want to pimp out your channel, create playlists and increase the authority of your channel so that every video you upload will naturally rank even before you do any of the ranking tricks that you'll learn later.

Want to learn how I pimp out my channel and rank for even competitive keywords on both YouTube and Google?

[Click here to get access to my Video Ranking System Training!](#)

But how do you create these short videos that will get your viewers to take action and ultimately allow you to get leads and make sales from your affiliate funnel?

Well, I won't leave you hanging. In the next step I am going to share exactly how I create my videos that I rank that have been converting really well for me.

Step #4: How To Create Your High Converting Traffic Pulling Videos

If you are scared to get on camera like most of us are, then you have nothing to worry about. I am about to show you a specific guide that I follow when creating my videos that has been working really well for me so far.

Video Creation Step #1 – Write your script

In order for your videos to convert, you want to have an engaging script that keeps your viewers attention while still providing value. I find that a script with the following elements works really well:

1. **An introduction** - say what your video is about and what your viewers will get from watching at the very beginning

2. **Place emphasis on the problems** that your viewers are currently having, empathize with them and offer a solution to how they can eliminate that problem.

3. Give your viewers **some valuable content** that will get them one step closer to their goal but leave them wanting more.

4. **Have a STRONG call to action** telling your viewers exactly what you want them to do. That could be to click a link or even just to subscribe to your channel.

And that's it. You've just written a high converting script for your video.

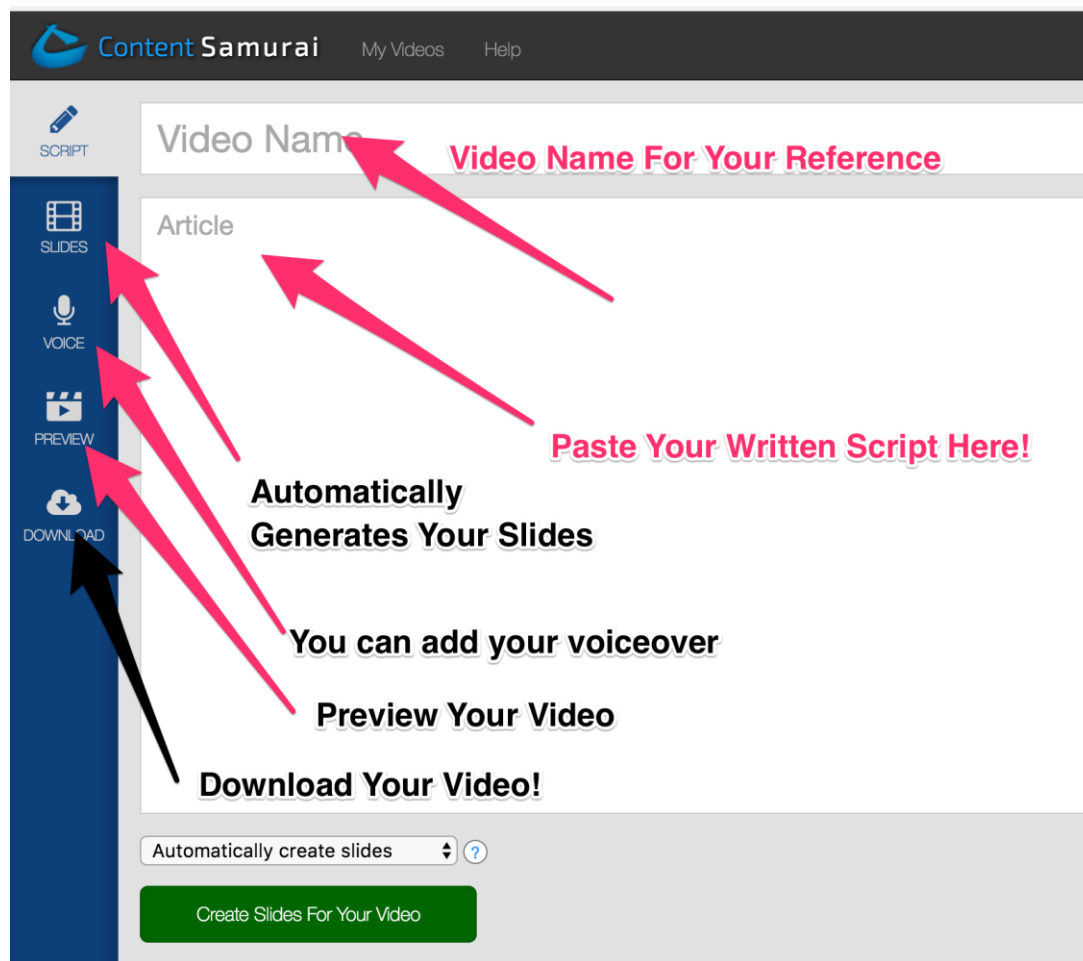
Video Creation Step #2: Generate Your Presentation Slides

For this step I use a web-based software called [content Samurai](#). I just upload my script and it automatically generates the slides for me. However, you can use powerpoint (windows) or keynote (mac) to do your slides if you choose.

I choose to use Content Samurai because it is very easy and save a lot of time. I just click a few buttons, select my desired template and then

add some images to some of the slides to spice up the overall video so that it doesn't look dead and boring.

I then go through slides to make sure am happy with the way they look and then choose a background music from one of the many samples they have. I then record the slides myself or outsource a voice over depending on the niche I am in.



Note: If you are recording yourself, make sure that you have a good microphone. There's nothing more terrible than a video with a bad audio.

Video Creation Step #4: Download Your video

Once I am satisfied with how the slides look and make sure that the audio is in sync, I then save the project and download the video to my desktop and that's it, my video is done!

I've been using this formula for a long time now and it's been working really well. The most important thing to note is that your videos **MUST** offer valuable content to your viewers.

After all, what good is it to have the best video but offer no value to your viewers whatsoever?

Always remember that valuable content is king.

By the way, if you want to get access to content Samurai, the software that I used to create my videos, it goes for \$97 per month. That's pretty steep especially if you are just starting out on low on budget.

However, I've managed to secure **a 30 days free trial and a discount** for you so that you can **test it out for 30 DAYS** and if you decide to signup, you'll get it for 50% OFF instead of paying to full price. If you are going to be putting out a lot of videos and ranking them then the investment will be well worth it.

Rank one video and make a sale of \$50 and its covered.

So [click this link](#) or go to <http://www.jamrockcash.com/ContentSumurai> to get your trial and 50% off discount and start producing your high converting videos right away.

You should now have your videos ready to upload and optimize for easy and fast rankings to start generating targeted traffic to your sales funnel.

Step #5: Upload And Optimize Your Videos For Fast Rankings

We're now done with the video creation process! Now, you need to upload it to YouTube. However, there are a few things you need to do before your video is public in order to rank for your keywords both on YouTube and Google to get massive organic traffic.

That's an entire course in itself and I share all my techniques in my [video ranking system](#). Follow the steps I outline and optimize your videos and you'll see how easy it is to rank for your keywords.

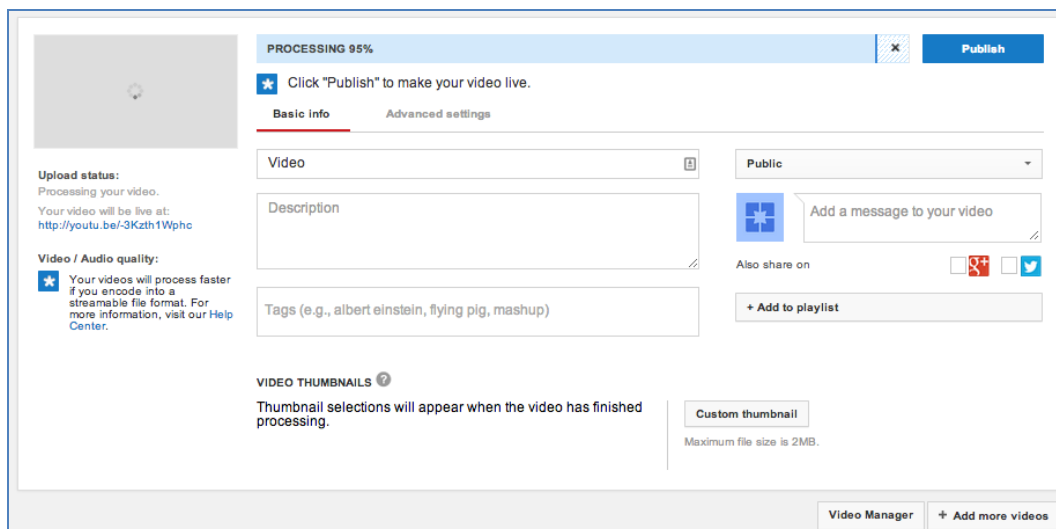
In this guide I won't leave you hanging though because I want you to start taking action right away.

So here's an overview of what you need to do:

Optimization Step #1 – YouTube SEO starts with your file name so the first thing you need to do is to ensure that you rename your video file to the keyword that you are targeting. For example, if you are targeting the keyword: ‘*How To Lose Weight Fast*’ then your video file name would be: “HowToLoseWeightFast.mp4”

Optimization Step #2 – Write a short description of your video and ensure that it contains your keywords a few times. This description should be at least 300 words and at the very beginning you should have a link to your landing page where you’ll give away your free product (More On This Later). What I do when I am lazy sometimes is just to make a few minor adjustments to my video script and use it as my description.

If you are optimizing one of your mini videos, make sure you put a link to the main video in the description as well to help that video gain more ranking power.



The screenshot displays the YouTube video upload interface. At the top, a progress bar indicates 'PROCESSING 95%' with a 'Publish' button. Below this, a star icon and text prompt the user to 'Click "Publish" to make your video live.' The 'Basic Info' tab is selected, showing fields for 'Video' (with a dropdown menu), 'Description', and 'Tags (e.g., albert einstein, flying pig, mashup)'. A 'Public' dropdown menu is also visible. To the left, the 'Upload status' section shows the video is processing and provides a live URL: <http://youtu.be/3Kzht1Wphc>. Below this, the 'Video / Audio quality' section includes a star icon and text stating: 'Your videos will process faster if you encode into a streamable file format. For more information, visit our Help Center.' The 'VIDEO THUMBNAILS' section at the bottom explains that thumbnail selections will appear after processing and includes a 'Custom thumbnail' button with a note that the maximum file size is 2MB. At the bottom right, there are buttons for 'Video Manager' and '+ Add more videos'.

Optimization Step #3 – Add the keyword you are targeting and a few related keywords to the ‘tags’ section.

Optimization Step #4 – Upload a custom thumbnail and then publish your video. This does not directly affect your rankings but it helps to boost your click through rate (CTR). This is especially true when your video shows up at the right hand side as a “suggested video” when someone is watching another video. So a nice looking thumbnail will get you more clicks to your video, which is exactly what you want.

Optimization Step #4 – Add a few of your competitors channel names to your description and tags. This helps your videos to show up alongside theirs in the suggested video section. This neat little trick will help you siphon a lot of traffic from your competitors’ channels.

Optimization Step #5 – Once you upload your videos, you want to get them embedded on other websites. You also want to get some links pointing to your channel and videos to increase their authority and ranking power.

Step #6 – Getting Traffic From Your Videos To Your Funnel

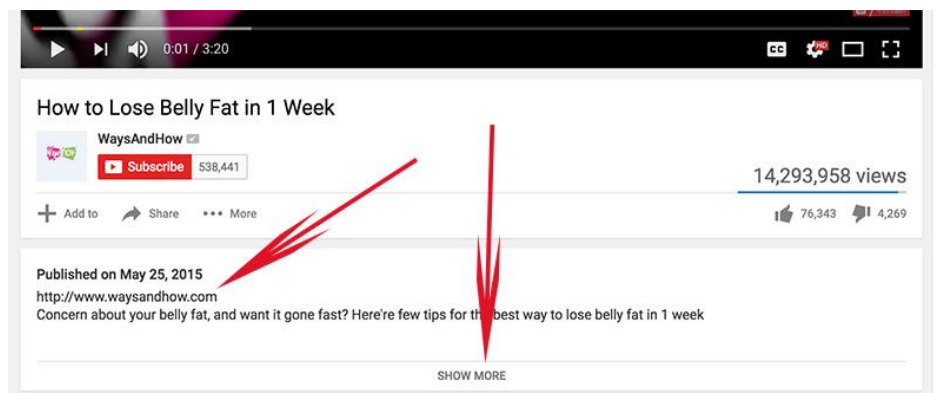
The whole point of creating, uploading and ranking videos in the first place is to get traffic to your sales funnel. So let me show you how you can

maximize the amount of traffic you get from each video you upload and rank.

1. Make sure you add your link at the start of your description.

This is very important. YouTube only allow a limited amount of characters to be shown under each video before a person has to click “*show more*”.

Most people are lazy and wont click to expand the view so if your link is not at the start of the description, chances are they wont see it and you could potentially lose out on traffic. See image below:



2. Add Cards To Your Videos So That Visitors Can Click While Watching.

This is a great feature that can dramatically boost your CTR when you use it. You can simply make a link popup on your screen and tell your viewers to click the link to your free report.

Here are some tips on using YouTube Cards:

- ✚ Put one in the beginning of the video to ask your viewers to subscribe to your channel.
- ✚ At the end of the video, put several annotations to fit your verbal call to actions.
- ✚ YouTube Card is setup on per-video basis, so you should set the destination to be your capture page URL. Then, let it pop up in the beginning of the video, and once at the end, if you wish.

Note: To learn about how to add YouTube Card, here are some resources from YouTube:

About YouTube Cards: [Click here!](#)

That's it!

At this point, all you will be focusing on is YouTube. YouTube can bring you a ton of traffic as long as you remain consistent with uploading videos and providing tons of valuable content to your audience.

However, if you want to get exponential growth you may want to rank your videos on Google.com as well. I show you how to do that in my [Video Ranking System training](#).

Summarizing Everything That You Have Learned So Far...

When I started writing this eBook, I had no idea it would have been so long. But I kept adding and editing because I wanted to ensure that I give you as much information as possible so that after you are done reading you can get started right away.

That being said, it's a lot of information to digest and I could see you getting a bit overwhelmed. So below I will summarize all the steps you need to get started. If there's something you need to understand a bit more, scroll up and reread that section.

Step #1 – Your Starting Objective

At the start of this book we defined an objective of making \$1000 per month and then reinvesting your profits to grow your business. That mean you should make at least \$36 per day. **(Reread pages 9-10)**

Step #2 – Performing Market Research

In this section you learned the importance of choosing the right market and eventually a hungry niche that you can provide solutions for in the form of affiliate products. **(Reread pages 14-28)**

Step #3 – Creating Your Freebie Product

In this step, you'll be creating a high quality product that solves a burning problem in the niche you just found. You would have found out about this problem from doing your market research in step #2 above.

You will be giving away this product for free to build your subscriber base so that you can build a long-term relationship with them and promote affiliate products to and generate sales. **(Reread pages 33-37)**

Step #4 – Creating Affiliate Sales Funnel

In this step, you'll get your domain and build out an affiliate sales funnel in ClickFunnels. This funnel will include your lead capture page that you'll use to give away your free product. You also have a 'bridged upsell page' where you'll promote a product right away to those subscribers that just took you up on your free offer. **(Reread pages 38-47)**

Step #5 – Choosing An Affiliate Product

In this step I recommend that you start with clickbank and promote a digital product on your bridged upsell page. I show you how to find good products on clickbank that have a better chance of converting so that you can hit your goal of \$1000 faster. **(Reread pages 48-55)**

Step #6 – Cultivating A Good Relationship With Your Subscribers

In the step I recommended that you follow Andre Chaperon's email marketing course (Autoresponder Madness) to learn how to market to your subscribers so that they will like and trust you and buy from you. **(Reread pages 58-61)**

Step #7 – Driving Traffic To Your Sales Funnel With YouTube Videos

In this step, I show you how you can create several mini videos and some main videos that you will rank on YouTube to get tons of targeted traffic to your affiliate sales funnel. **(Reread pages 62-90)**

Conclusion: What Should You Do Now?

I have tried my best to give you everything you need to start a successful affiliate marketing business from scratch. Trust me, if you follow everything you learned in this guide I guarantee that you'll do big things in a short period of time. ***How do I know that?***

Because everything I gave you in this guide is what I personally do in several of my affiliate marketing campaigns. Once you have one niche up and running and making you a consistent income, you can scale at a rapid rate because you will be able to outsource a lot of the tedious task and you'll also be able to venture into different traffic sources.

I started you out on YouTube because in my honest opinion is one of the easiest a fastest way to get targeted traffic to your sales funnel on a small budget. Of course there will be a lot of work involved. This is not a get rich overnight thing. If it were, everyone would be doing it. However, if you are consistent, you will reap great rewards.

My Challenge to you:

Follow everything you learned in this guide and start a campaign. Work on it for the next 30 days before jumping unto something else. Just FOCUS! I am pretty sure that if you spend just 2 hours per day and set up your campaign within 30 days you'll have your affiliate sales funnel up and running and its highly likely that you could be generating sales at this point.

So will you try my methods to start making thousands of dollars so that you can get the lifestyle you want? Or will you go off to find the next best thing hoping to hit a home run? I sincerely hope you make the right decision and TAKE ACTION.

The ball is in your court now. You can either allow this eBook to sit on your hard drive and collect electronic dust or you can put it to use and make some moola. Again I hope you make the right decision and TAKE ACTION

If you like this report, I would love to hear from you. You can send me an email at support@jamrockcash.com with any testimonials, recommendations or just to tell me how awesome I am ☺. I wish you all the best and I can wait to hear from you.

To Your Online Success!



Casey Gentles

PS. Scroll down to the next page to see a list of tools and resources I recommended throughout the guide.

Resources

Market Research Made Simple - Learn the secrets to finding highly profitable niches. [Click Here To Get Your Copy.](#)

ClickFunnels – Software I use to create all my landing pages and funnels. [Click Here For a 14 Days Free Trial.](#)

ConvertKit – The only Autoresponder that I use and recommend. [Click Here To Sign Up.](#)

Namecheap – This is where I get my domain names. [Click Here To Get Your Domain Name.](#)

Content Samurai – The software that I use to create my short traffic pulling videos without hassle. [Click Here For 30 Days Free Trial And 50% Off.](#)

Video Ranking System – My own training guide on how to rank your videos first page on both YouTube and Google for more traffic. [Click Here To Start Your Training.](#)